

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Dana Borger et al.

Application No.: 09/922,348

Confirmation No.: 7283

Filed: August 3, 2001

Art Unit: 2152

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For: SYSTEMS, METHODS AND COMPUTER  
PROGRAM PRODUCTS FOR INTEGRATING  
ADVERTISING WITHIN WEB CONTENT

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Examiner: D. Chankong

**AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. § 1.116**

Customer Service Window, MS Amendment  
U.S. Patent and Trademark Office  
Randolph Building  
401 Dulany Street  
Alexandria, Virginia 22314

Dear Sir:

**INTRODUCTORY COMMENTS**

This amendment is filed in reply to the Office Action dated February 11, 2008, for which a response was due May 11, 2008. Applicants include with this response a Petition for Extension of Time pursuant to 37 C.F.R. § 1.136(a) for three-months to extend the deadline to file this response to August 11, 2008. Applicants also submit concurrently a request for continued examination (RCE) pursuant to 37 C.F.R. § 1.114.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 14 of this paper.